Broadcasting Aug 12

Reaching over 117,000 readers every week — 60th Year 1991

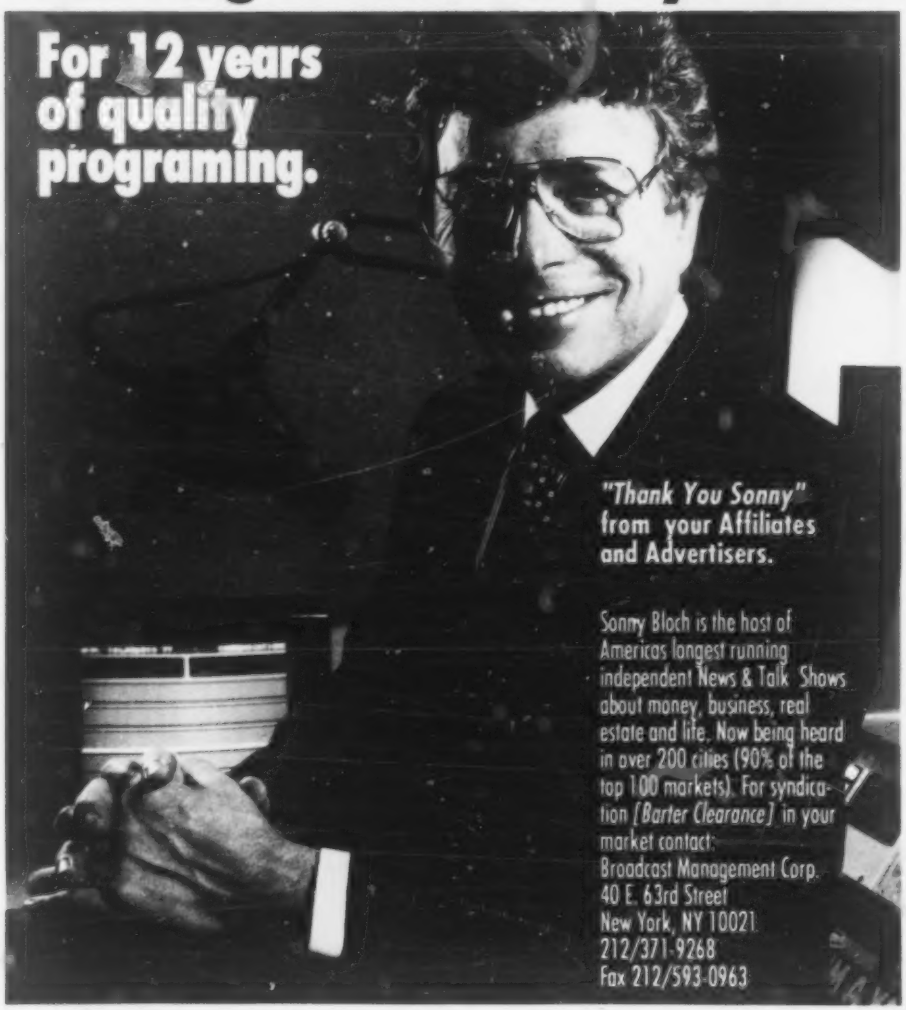
TELEVISION/34
CPT raises 'Ruckus' in Atlantic City; night owls get syndicated roost

RADIO/42
FM's boost their community image with sports play-by-play

WASHINGTON/47
MPAA, INTV oppose KCRA bid to move 'Tonight' to prime time

SPECIAL REPORT/38
Football rights hit $1 billion; new player in college football syndication

We congratulate Sonny Bloch.


For 12 years of quality programing.
"Thank You Sonny" from your Affiliates and Advertisers.
Sonny Bloch is the host of Americas longest running independent News & Talk Shows about money, business, real estate and life. Now being heard in over 200 cities (90% of the top 100 markets). For syndication [Barter Clearance] in your market contact:
Broadcast Management Corp.
40 E. 63rd Street
New York, NY 10021
212/371-9268
Fax 212/593-0963

Broadcasting 1931 1991

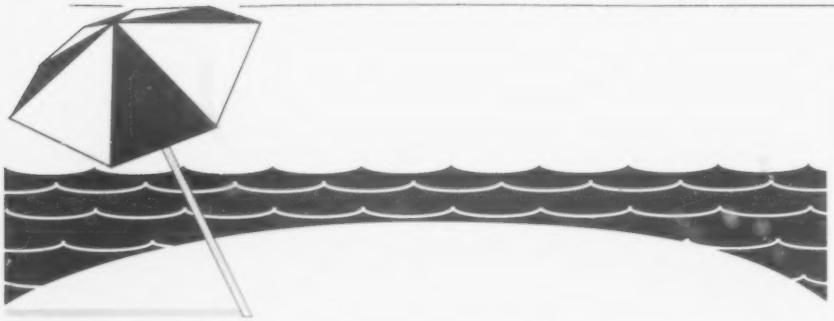
Vol. 121 No. 7 $2.50

Hot summer numbers justify Fox strategy

Channel compression: Boon or bane for advertising

#********** 5-DIGIT 20814
401048980##C SEP91 BR322
SRI ACW
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
BETHESDA MD 20814

THIS WEEK



Fox and CBS beat the summer doldrums by programing ratings-winning original shows (page 23).

23 / FOX GUARDS THE RATINGS HOUSE

Fox and, to a smaller extent, CBS have turned a modicum of original programing into summer ratings success: in the July sweeps, CBS was up 2% over last year, and Fox climbed 13%. *Beverly Hills, 90210*, which Fox debuted for the season in July, bested its November sweeps numbers by 200%. Combined with *The Simpsons*, the high ratings for *90210* helped Fox take second place for Thursday nights in July.

25 / COMPRESSION: BOOST TO AD REVENUE?

If signal compression leads to a boom in cable channels, can increased advertising revenue be far behind? Perhaps so: agency representatives are not sure how many ad dollars are out there to support new services, and say budgets are not likely to grow as fast as channels. Drawing on past experience, programers may bank on the highly targeted—and highly desirable—demographics of their narrowcast audiences, and sweeten the deal by packaging similar services into a single buy.

27 / FTC COMPLAINT AGAINST FOOTBALL DEAL DISMISSED

An administrative law judge last week dismissed a Federal Trade Commission complaint against Capcities/ABC and the College Football Association, on the grounds that the FTC lacks jurisdiction over their $300-million football package because of CFA's nonprofit status. However, the FTC might proceed against Capcities alone for what it considers illegal constraint of competition.

27 / REVENUES DOWN FOR BIG THREE

Advertising revenues at ABC, NBC and CBS declined for the third consecutive quarter, dropping slightly more than 3% to $3.7 billion. It could have been worse: upfront sales during last year's healthier market helped boost this quarter's revenues.

28 / WHAT'S GOOD FOR TIME WARNER...

Sony, Carolco and Fox are reportedly considering following Time Warner's move of deleveraging through issuing equity or long-term debt. Time Warner concluded a $2.8 billion deal last week, but financial analysts wonder whether the same arrangement will work for the other highly leveraged studios. Sony is reported to be looking for $2-$3 billion in the securities markets.

29 / PRODUCERS WEIGH IN ON FIN-SYN

The Program Producers and Distributors Committee last week urged the FCC to keep intact its bar on the networks' entry into the syndication business. Last month, CBS and NBC petitioned the agency to ease the restrictions, but the committee argued that the networks, once cut loose, would dominate the market.

30 / NEWTON TAKES CASE TO HIGH COURT

Entertainer Wayne Newton, whose $5.3-million libel award from NBC News was overturned by a federal appeals court last year, has asked the U.S. Supreme Court to hear his case. The suit stems from a 1980 story linking the singer to organized crime. Newton's filing attacks the "independent review," conducted by appellate judges, of the jury's finding of malice, and argues that such review renders trial by jury "little more than a necessary hurdle en route to the 'real' trial by judges."

34 / RUCKUS AT CPT

Columbia Pictures Television returns to first-run syndication next month with *Ruckus*, a comedy game show hosted by comedian Jonathon Szeles. Contestants on *Ruckus*, a comic cousin of *Let's Make a Deal*, answer trivia questions and perform goofy stunts to win prizes. CPT has been tight-lipped about the show, perhaps hoping that heightened anticipation will boost its fortunes against tough competition.

35 / NEW LIFE OVERNIGHT

Hoping to reach the 12 million people who watch overnight TV, and to woo viewers back to broadcast from cable, producer David Sams and partners plan to launch Overnight Network Television (OTV) in December. Sales for the seven-day-a week, three-hour syndicated package have begun, with promoters saying they expect a 3.5-4 cume

OTV
OVERNIGHT TELEVISION

Night-owl package set for December launch (page 35).

rating. Segments of the satellite-delivered service will include an astrological dating service and a "what's hot" show called *The Boys Club*.

36 / CBS, THE WRITER'S FRIEND

After years of being the network of last resort for writers and producers, "CBS is clearly the most attractive place to go shopping," says one studio executive. The network admits that its long tenure as ratings winner in the 1970's and early '80s made it feel as if it had the programing acumen monopoly. Now, after recent management changes, it is eagerly seeking outside input.

Rights fees for football hit $1 billion (page 38).

38 / SPECIAL REPORT: FOOTBALL

Broadcast and cable are pumping up their investments in football rights this season, but the soft advertising climate threatens their efforts to recoup the costs. Safe bets to at least break even are *Monday Night Football* on ABC and NBC's Notre Dame package; their strong schedules will make it tough to sell inventory for other games (page 38). The launch of the Big East Television Network, the Big East Conference's new system for distribution, signals the growing strength of syndication (page 40).

42 / SPORTS IS MUSIC TO THEIR EARS

At least four major-market FM's have moved into some traditional AM territory: play-by-play sports. Stations are finding that sports broadcasts bring in new audiences and create an identity for the station with the team. Football, with only four preseason and 16 regular season games, works well for broadcasters, who can air the matches during the usually slow Sunday ratings time.

44 / CABLEVISION'S VISION FOR THE '90S

As other cable programers talk of expanding their niches and filling new channels, Cablevision Systems is "putting its house in order," says Sharon Patrick, president of Rainbow, the Cablevision-managed umbrella company for American Movie Classics, Bravo, and several regional sports networks. Exclusive long-term contracts, Patrick hopes, will strengthen AMC and the sports networks against competition and help keep costs stable through the end of the decade.

46 / MORE BASIC

Executives from Discovery, C-SPAN, BET and Home Team Sports told a Washington forum they're ready to exploit the channel-expanding benefits of compression technology. C-SPAN, for example, which covers four or five events each day simultaneously, could air each one live on a separate channel.

47 / OBJECTIONS TO PRIME TIME SHIFT

The Motion Picture Association of America and others weighed in with opposing comments to NBC-affiliate KCRA-TV's plan to shift prime time to 7 p.m. and the *Tonight Show* to 10:35. At issue are prime time access rules that limit network entertainment programing to three hours between 7 and 11 p.m. Said one complainant, the time shift "is a private matter between an affiliate and its network," but the early *Tonight* start would represent a chipping away of the access rules "piece by piece."

INDEX

Business....51
Cable....44
Changing Hands....52
Classified Advertising....61
Closed Circuit....6
Datebook....16
Editorials....74
Fates & Fortunes....68
Fifth Estate....71
Focus on Finance....54
For the Record....56
In Brief....72
Masthead....18
Monday Memo....14
Open Mike....22
Programing....34
Radio....42
Ratings Roundup....37
Riding Gain....43
Special Report....38
Technology....50
Top of the Week....23
Washington....47
Washington Watch....49

48 / STATIC OVER OWNERSHIP

The cure for what ails radio, according to the National Association of Broadcasters, is a change in rules that will allow more consolidation. Raising the limits on multiple ownership, however, "would reduce opportunities for increased minority ownership," the National Association of Black-Owned Broadcasters said.

50 / NO MOBILE DAB AT NAB

Proponents of in-band digital audio broadcasting, working to line up support for the technology and to find investors, have decided not to conduct a mobile demonstration at the National Association of Broadcasters Radio '91 show next month. Instead, they plan to work on their respective systems until the first half of next year.

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Telecasting*® introduced in 1946. *Television*® acquired in 1961. *Cablecasting*® introduced in 1972. Broadcasting/Cable introduced in 1989. ®Reg. U.S. Patent Office. Copyright 1991 by Cahners Publishing Co.

Incorporating

The Fifth Estate
TELEVISION
Broadcasting
& Cable

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Cahners Publishing Co., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2.50 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $85, two years $160, three years $225. Canadian and other international subscribers add $40 per year. U.S. and possessions $400 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* ☐ *Yearbook* $115, *Across the Dial* $9.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (1-800—521-0600). Postmaster, please send address corrections to *Broadcasting*, PO Box 715, Brewster, NY 10509-0715. © 1991 by Cahners Publishing Co.

RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 7/29	ABC 10.3 / 18			MACGYVER (41) [8.7 / 16] 8.3 / 16	9.1 / 17	ABC MONDAY NIGHT MOVIE—ELVIS & ME, PT. 2 (11) [11.1 / 19] 9.7 / 17	10.6 / 18	12.0 / 21	12.2 / 22
	CBS 11.5 / 20			EVENING SHADE (25) 10.0 / 19	MAJOR DAD (19) 10.4 / 19	MURPHY BROWN (6) 12.4 / 22	DESIGNING WMN. (4) 12.7 / 21	NORTH. EXPOSURE (9) [11.6 / 20] 11.8 / 20	11.4 / 20
	NBC 10.9 / 19			FRESH PRINCE (17) 10.5 / 20	A DIFFNT. WORLD (14) 10.7 /20	NBC MONDAY NIGHT MOVIE—STRANGE VOICES (12) [11.0 / 19] 10.6 / 18	10.5 / 18	11.3 / 19	11.7 / 21
TUESDAY 7/30	ABC 10.3 / 19			WHO'S THE BOSS (19) 10.4 / 20	DAVIS RULES (28) 9.8 / 18	ROSEANNE (1) 14.6 / 26	COACH (3) 13.2 / 23	THIRTYSOMETHING (58) [7.0 / 13] 7.5 / 14	6.5 / 13
	CBS 9.7 / 18			RESCUE 911 (16) [10.6 / 20] 9.9 / 19	11.2 / 21	CBS TUESDAY NIGHT MOVIE—DONOR (38) [9.2 / 17] 8.3 / 15	8.6 / 15	9.9 / 18	10.3 / 20
	NBC 9.7 / 18			MATLOCK (35) [9.3 / 18] 8.9 / 17	9.7 / 18	HEAT OF NIGHT (14) [10.7 / 19] 10.3 / 18	11.1 / 19	LAW AND ORDER (38) [9.2 / 17] 9.4 / 17	8.9 / 17
WEDNESDAY 7/31	ABC 8.0 / 15			WONDER YEARS (47) 8.4 / 17	GROWING PAINS (33) 9.5 / 19	DOOGIE M.D. (32) 9.6 / 18	MAN IN FAMILY (56) 7.1 / 13	DEADLINE (62) [6.7 / 13] 6.3 / 12	7.0 / 14
	CBS 8.3 / 16			POLICE SQUAD (65) 6.5 / 13	MORTON HAYES (78) 4.6 / 9	CIRCUS OF THE STARS (31) [9.7 / 18] 7.6 / 14	10.1 / 18	10.9 / 20	10.2 / 20
	NBC 9.9 / 19			UNSLVD. MYSTERIES (5) [12.6 / 25] 11.8 / 24	13.4 / 26	NIGHT COURT (34) 9.4 / 18	SEINFELD (50) 8.2 / 15	QUANTUM LEAP (48) [8.3/ 16] 8.2 / 15	8.4 / 16
THURSDAY 8/01	ABC 7.1 / 14			GABRIEL'S FIRE (76) [5.0 / 10] 5.2 / 11	4.8 / 10	FATHER DOWLING (67) [6.4 / 12] 5.8 / 11	7.0 / 13	PRIMETIME LIVE (25) [10.0 / 19] 9.4 / 18	10.6 / 21
	CBS 7.4 / 14			TOP COPS (41) [8.7 / 18] 8.1 / 17	9.2 / 19	TRIALS OF ROSIE O'NEILL (69) [6.2 / 11] 6.1 / 11	6.4 / 12	S. KING: GOLDEN YRS (55) [7.2 / 14] 7.3 / 14	7.2 / 14
	NBC 10.0 / 20			COSBY (25) 10.0 / 21	A DIFFNT. WORLD (23) 10.1 / 20	CHEERS (7) 12.3 / 23	WINGS (17) 10.5 / 19	L.A. LAW (45) [8.6 / 17] 8.5 / 16	8.7 / 17
	FOX 8.8 / 17			SIMPSONS (45) 8.6 / 18	TRUE COLORS (65) 6.5 / 13	BEVERLY HILLS 90210 (23) [10.1 / 19] 9.6 / 18	10.5 / 19		
FRIDAY 8/02	ABC 10.5 / 22			FULL HOUSE (13) 10.9 / 24	HOWIE & ROSE (28) 9.8 / 21	PERFECT STRAN. (38) 9.2 / 19	HI HON. I'M HOME (41) 8.7 / 18	20/20 (8) [12.2 / 25] 12.0 / 24	12.5 / 26
	CBS 5.3 / 11			VERDICT (77) 4.9 / 11	WHO'S SIDE(78) YOU ON 4.6 / 10	CBS FRIDAY MOVIE—SECRET LIFE OF ARCHIE'S WIFE (72) [5.5 / 11] 5.1 / 11	5.5 / 11	5.7 / 12	5.8 / 12
	NBC 6.2 / 13			NBC MOVIE OF WEEK—TAKE MY DAUGHTERS, PLEASE (63) [6.6 / 14] 5.3 / 12	6.1 / 13	7.2 / 15	7.7 / 16	MIDNIGHT CALLER (73) [5.4 / 11] 5.4 / 11	5.3/ 11
	FOX 4.9 / 10			AMERICA'S MOST WANTED (69) [6.2 / 14] 6.0 / 13	6.3 / 14	COMIC STRIP LIVE (84) [3.6 / 7] 3.6 / 8	3.6 / 7		
SATURDAY 8/03	ABC 6.2 / 13			ABC SATURDAY NIGHT MOVIE—BEST LITTLE WHOREHOUSE IN TEXAS (63) [6.6 / 14] 5.9 / 14	6.4 / 14	6.7 / 14	6.9 / 14	6.9 / 14	BIG (81) DEALS 4.0 / 9
	CBS 6.4 / 14			CBS SATURDAY MOVIE—N.Y.P.D. MOUNTED (71) [6.1 / 13] 5.2 / 12	5.8 / 13	6.4 / 13	7.0 / 14	OWL (60) [6.9 / 15] 6.6 / 14	7.2 / 16
	NBC 7.6 / 16			GOLDEN GIRLS (53) 7.4 / 17	DOWN HOME (58) 7.0 / 15	EMPTY NEST (41) 8.7 / 18	DEAR JOHN (48) 8.3 / 17	SISTERS (56) [7.1 / 15] 6.7 / 14	7.4 / 16
	FOX 4.3 / 9			COPS (75) [5.1 / 11] 5.0 / 11	5.2 / 11	TLY. HID. VIDEO (82) 3.9 / 8	BABES (86) 2.9 / 6		
SUNDAY 8/04	ABC 8.9 / 17	LIFE GOES ON (74) [5.3 / 12] 4.6 / 10	6.0 / 13	AMR. FUN VIDEO (28) 9.8 / 19	ABC SUNDAY NIGHT MOVIE—A VIEW TO A KILL (21) [10.2 / 19] 8.0 / 15	9.4 / 17	10.3 / 18	11.1 / 20	11.9 / 22
	CBS 11.0 / 21	60 MINUTES (2) [13.9 / 31] 13.5 / 31	14.4 / 31	MURDER SHE WROTE (10) [11.3 / 22] 10.8 / 21	11.8 / 22	CBS SUNDAY NIGHT MOVIE—GUNSMOKE II/LAST APACHE (35) [9.3 / 17] 9.2 / 16	9.4 / 16	9.4 / 17	9.2 / 17
	NBC 6.2 / 12	WHERE'S RDNY (85) 3.1 / 7	TURNER HOOCH (86) 2.9/ 6	1 PERSON M. SHRIVER (61) [6.8 / 13] 6.0 / 12	7.6 / 14	NBC SUNDAY NIGHT MOVIE—RAGE OF ANGELS STORY PT1 (51) [7.5 / 13] 7.1 / 13	7.3 / 13	8.0 / 14	7.6 / 14
	FOX 7.1 / 14	TLY. HID. (83) VIDEO 3.8 / 9	P. LEWIS (80) 4.4 / 9	IN LIVING COLOR (53) 7.4 / 15	GET A LIFE (67) 6.4 / 12	MRD. WITH CHILD. (21) 10.2 / 18	IN LIVING COLOR (35) 9.3 / 16	P. RODRIGUEZ B/BARS (51) [7.5 / 14] 8.0 / 14	7.0 / 13

WEEKLY PRIME TIME AVERAGE	ABC 8.8 / 17	CBS 8.6 / 17	NBC 8.5 / 17	FOX 6.4 / 13
SEASON PRIME TIME AVERAGE	ABC 11.4 / 20	CBS 11.4 / 20	NBC 11.7 / 20	FOX 6.2 / 11

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING / SHARE (##)—RANKING [##]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

SPECIAL REPORT

FIRST DOWN AND $1 BILLION IN 4TH QUARTER

Networks face tough fall ad climate in which to recoup high costs of football rights

Football television contracts in the 1991-92 season will cost the networks about $1 billion in rights fees, including about $900 million for the National Football League and $100 million for various college football and World League of American Football deals, but tight fourth-quarter budgets among advertisers are likely to hinder the networks' efforts to recoup the costs.

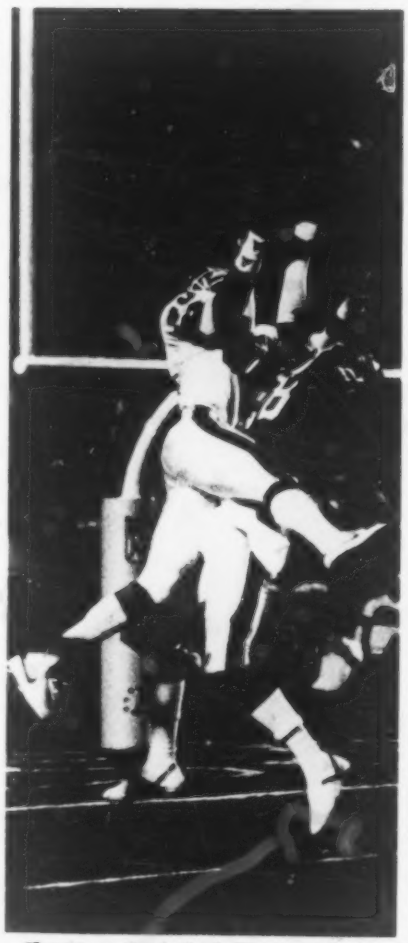
Except for a few packages—notably ABC's *Monday Night Football* and NBC's Notre Dame debut—ad agency executives said network rightsholders this year will be lucky to break even on their expensive deals. More likely is a repeat of the 1990-91 season, when NFL losses for some networks were said to exceed $10 million.

"I think it's going to be long yardage for the whole fourth quarter," said Jerry Dominus, senior vice president, director of network negotiations, J. Walter Thompson. "Every property is going to be looking for money, and that's not going to make it easy for anybody" (BROADCASTING, Aug. 5).

The networks are said to have sold an average 60%-70% of their NFL inventory and about 50% of their college football inventory.

"The NFL market, to say the least, has been a disappointment this year," said Jack Bonnani, senior vice president, advertising sales, ESPN. He said while sales have picked up over the last two weeks and ESPN plans to eventually sell out its NFL inventory, football sales for all the networks have been affected by the late prime time upfront market and the glut of available September and October inventory. "The year has been a difficult one for everybody," said Bonnani. "It is a buyer's market."

The biggest network investor in football this season, ABC Sports, will spend about $290 million in rights fees, with approximately $225 million of that going to the second of a four-year NFL deal for *Monday Night Football*. Other rights expenses for ABC will include about $35 million for College Football Association games; $17 million for Big Ten and Pac 10 games, and about $12 million for its second season of the World League of American Football.



The Super Bowl—football's crown jewel. This season it belongs to CBS.

Among all the football contracts, agency executives are giving highest marks to ABC's *Monday Night Football* package. This season will feature a particularly strong lineup, and some agency executives said it could have an adverse effect on ratings for Sunday games in the CBS and NBC packages.

Last year, ABC Sports saw a 5% drop in the ratings for *Monday Night Football*, which averaged a 17.3. CBS Sports held steady with a 13.8 rating on its Sunday afternoon NFL games, and NBC Sports dropped about 5% to a 10.6. ESPN saw a 13% rise, to a 6.9 rating, and TNT scored a 4.7 in its first year of NFL coverage.

CBS Sports will spend about $265 million on the second year of its four-year deal with the NFL, presenting 17 weeks of National Football Conference games leading to the NFC wild card playoff, divisional playoffs and championship. The network also holds rights to Super Bowl XXVI, to be held Jan. 26, 1992.

Jay Rosenstein, vice president, programing, CBS Sports, said the network is looking forward to the cross-promotional opportunities in its unprecedented network sports line up of post-season baseball, NFC, Super Bowl, Winter Olympics and Final Four coverage. "It's an exciting six-month period for us," he said.

NFL TV rights will cost NBC Sports almost $190 million in the 1991-92 season, which begins with the Seattle Seahawks vs. New Orleans on Sept. 1. The deal includes the American Football Conference wild card playoff, divisional playoffs and championship. NBC will also present the first season of its aforementioned Notre Dame deal, to cost the network $30 million over five years.

The NBC-Notre Dame deal is one way in which the upcoming season will mark a dramatic change in the college football–television landscape. Another will be the harnessing by ABC Sports of all broadcast rights to CFA games in the first of a four-year, $175 million contract. The deal will give ABC exclusive rights to broadcast up to 35 CFA regular season and bowl games, beginning with the Miami-Arkansas match-up on Aug. 31. The deal precludes CBS Sports from airing any CFA games for the first time in several years.

Similarly, exclusive cable rights to CFA games this season will go to ESPN as part of a four-year, $125 million con-

WHAT THE NETWORKS PAY FOR FOOTBALL

Network	Package	Total Cost	Years	Ave. Cost Per Year
ABC-TV	NFL	$900M	90-93	$225M
	CFA	$175M	91-95	$35M
	BIG 10/PAC 10	$119M	90-96	$17M
	WLAF	$24M	91-92	$12M
CBS-TV	NFL	$1.06B	90-93	$265M
NBC-TV	NFL	$752M	90-93	$188M
	NOTRE DAME	$30M	91-95	$6M
ESPN	NFL	$445.5M	90-93	$111M
	CFA	$125M	91-95	$25M
TNT	NFL	$445.5M	90-93	$111M
WTBS	SEC	$4M	91	$4M
USA	WLAF	$18M	91-94	$4.5M

tract (both ABC and ESPN are owned by Capital Cities/ABC). The 48-game college football season on ESPN, including CFA, Big Ten and Pac 10 games, begins on Saturday, Aug. 31, with an East Carolina vs. Illinois game at 4 p.m. ET.

Turner Broadcasting will offer a dozen college football games through its contract with the Southeastern Conference, which will air on the WTBS superstation for the eighth consecutive year. A one-year extension of the conference deal lets Turner air the games this season in the usual Saturday 12:30 p.m. ET timeslot and the late afternoon slot (3:30 p.m. ET). The cable network will also televise the Gator Bowl from Jacksonville, Fla., on Dec. 29 and the Copper Bowl from Tempe, Ariz., on Dec. 31.

On the pro football side, Turner Network Television's NFL season includes three preseason and eight regular season games. Skip Caray and Pat Haden will provide play-by-play and analysis throughout the season, which begins its regular schedule with the Detroit Lions-Washington Redskins match-up on Sept. 1 at 8 p.m. ET.

ESPN, entering the second of a four-year, $445.5 million deal with the NFL, will begin its regular season pro coverage with an Oct. 27 match-up between the Washington Redskins and the New York Giants. The cable network's 1991 NFL regular season schedule of nine games will be the biggest package to date for ESPN, which will also air the AFC-NFC Pro Bowl from Honolulu on Feb. 2.

Questions remain about the NFL's pay-per-view plans. Commissioner Paul Tagliabue has mentioned an experiment to test pay per view in two markets in 1993. That plan would most likely include the PPV telecast of one or more games a month that would supplement an existing TV package.

Big questions surround the potential for the second season of the fledgling World League of American Football, which debuted last spring to disappointing ratings. ABC plans to telecast nine WLAF games in spring 1992 as it enters the second year of a $24 million, two-year deal with the league; USA Network will be entering the second of an $18 million, four-year deal. It remains unclear whether ABC will renew its deal with the league, which is said to have approached at least one other party, Turner Sports, about a possible TV deal.

On the radio side, CBS Radio Sports will begin the second of a five-year exclusive NFL contract on Sept. 2 with play-by-play coverage of a San Francisco 49ers-New York Giants game. The 43-game schedule will feature 31 regular season and 12 post-season contests, including Super Bowl XXVI. The primary announcing team of Jack Buck and Hank Stram will be joined by Howard David, John Dockery, Pat Haden, Jim Nantz, Brad Nessler and John Rooney.

Mutual Broadcasting will air 17 NFL doubleheaders via its radio network, beginning with the Philadelphia vs. Green Bay and Miami vs. Buffalo games on Sept. 1. Play-by-play commentary will be handled by Tony Roberts, Harry Kalas and Bill Rosinski; color will be provided by Jack Ham and Jack Snow. –RB

SYNDICATION: NEW PLAYER ON COLLEGE FIELD

Along with NBC's new $30-million deal with Notre Dame and the first season of Capital Cities/ABC's exclusive College Football Association package, the 1991-92 college football TV landscape will see changes on the syndication front. A major new player enters the field this season, the Big East Television Network, which has billed itself as the first conference in the country to act as its own football syndicator.

The arrangement is not exactly a first for the Providence, R.I.-based Big East conference, which has, since 1985, handled the TV distribution of its own basketball games. And most of the teams have been televised in various markets through the now-defunct Great American Independent Football Network, which had been distributed by Jefferson-Pilot Teleproductions, Charlotte, N.C., since 1987.

Big East in 1991-92 will produce a season-long package that will be broadcast in the respective markets of each of the member football schools—Boston College, University of Miami, University of Pittsburgh, The State University of New Jersey at Rutgers, Syracuse University, Temple University, Virginia Tech and West Virginia University—and other markets nationally.

Big East games are set to air in almost 30% of the nation's TV homes, according to the league, including deals with stations WABC-TV New York, WPVI-TV Philadelphia, WCVB-TV Boston, WBFS-TV Miami, WTAE-TV Pittsburgh, WTNH-TV New Haven, Conn., WLNE(TV) New Bedford, Mass., WAYK(TV) Melbourne (Orlando), Fla., and WTMV(TV) Lakeland (Tampa-St. Petersburg), Fla.

Former rightsholder Jefferson-Pilot Teleproductions will continue to handle distribution of Atlantic Coast Conference games, beginning with a noon kickoff of Virginia at Maryland. The company will produce a total of 17 games over 13 Saturdays and will be seen on 35 stations, including every market in Maryland, the District of Columbia, Virginia, North Carolina, South Carolina, Georgia and Florida.

Advertising inventory on the ACC regional telecasts is almost completely sold out, according to Jimmy Rayburn, executive producer, Jefferson-Pilot. He said that unlike the national network

packages, which are still deep in the selling process, syndicators tend to lock up regional deals prior to the upfront selling season. One such advertiser, Atlanta-based Delta Airlines, wanted to reach the ACC's regional audience to promote the airline's Southwestern flights. "Well over 50% of our advertisers don't buy network spots," he said.

Similarly, Charlotte, N.C.-based Raycom Sports and Entertainment is more than 75% sold out on its 12-game package of Southwest Conference games. The company will provide games to broadcasters in Texas, Arkansas and Louisiana, and the Prime Network will carry the games nationally. Raycom's Southwest coverage begins with the Aug. 28 Kick-Off Classic at the Meadowlands. Other company productions will include the Disneyland Pigskin Classic, the Dec. 30 Freedom Bowl and, for CBS Sports, the Dec. 28 Blockbuster Bowl.

In other syndication packages, the Blue & White Network will, for the third consecutive year, televise a select schedule of college football games featuring Brigham Young University and the U.S. Air Force Academy. Beginning Aug. 31, B&W will present 10 televised contests to more than 40 national cable and broadcast affiliates in 47 states. The new season will bring in a potential 1.5 million additional viewers with the addition of stations WADL-TV Detroit, WOAC-TV Cleveland/Canton and others.

Outside the syndication route, hundreds of college football games will be presented, mostly on a tape-delayed basis, on regional cable sports networks around the country. The 4.2-million subscriber Prime Ticket Network, for example, will schedule at least 79 college football games representing six collegiate conferences from across the country, beginning Sept. 7. Similar arrangements have been made at SportsChannel, Madison Square Garden Network and several other cable sports networks nationally. **–RR**

LOCAL RADIO NFL COVERAGE

Atlanta Falcons
WSB(AM) Atlanta

Reg. net. of 65 stations; four preseason, 16 regular; station holds rights in third year of three-year pact.

Buffalo Bills
WBEN(AM) Buffalo

Regional network of 24 stations; five preseason, 16 regular; station holds rights in second of five-year contract.

Chicago Bears
WGN(AM) Chicago

Reg. net. of 60 stations; five preseason, 16 regular; station holds rights in third year of three-year pact.

Cincinnati Bengals
WKRC(AM) Cincinnati

Reg. net. of 41 stations; four preseason, 16 regular; station holds rights in first year of three-year contract.

Cleveland Browns
WHK(AM)-WMMS(FM)Cleveland

Reg. net. of 49 stations; four preseason, 16 regular; Score Communications holds rights in first year of three-year deal.

Dallas Cowboys
KVIL(AM) Dallas

Reg. net. of 91, Spanish-language stations network of 10 stations; four preseason, 16 regular; station holds rights in first year of five-year deal.

Denver Broncos
KOA(AM) Denver

Reg. net. of 60 stations; five preseason, 16 regular; station holds rights in third year of seven-year contract.

Detroit Lions
WWJ(AM) Detroit

Reg. net. of 33 stations; five preseason, 16 regular; station holds rights in third year of three-year contract.

Green Bay Packers
WTMJ(AM) Milwaukee

Reg. net. of 51 stations; four preseason, 16 regular; station holds rights under long-term contract.

Houston Oilers
KTRH(AM) Houston

Reg. net. of 45 stations; four preseason, 16 regular; station holds rights in second year of five-year pact.

Indianapolis Colts
WIBC(AM) Indianapolis

Reg. net. of 23 stations; four preseason, 16 regular; station holds rights.

Kansas City Chiefs
KCFX(FM) Kansas City

Reg. net. of 58 stations; four preseason, 16 regular; station holds rights in first year of three-year pact (option on fourth).

Los Angeles Raiders
KFI(AM)
Los Angeles

Reg. net. of 37 stations; five preseason, 16 regular; Bob Speck Productions holds rights in final year of four-year pact.

Los Angeles Rams
KMPC(AM) Los Angeles

Reg. net. of 24 stations; two preseason, 16 regular; station, which holds rights in second year of five-year contract, has licensed KLAC(AM) Los Angeles to air two preseason games (due to conflicts with KMPC's baseball broadcasts) and XEPRS(AM) Rosarito, Mex., to air four preseason and all regular season games in Spanish.

Miami Dolphins
WIOD(AM) Miami and WQBA(AM) Miami

WIOD: reg. net of 28 stations; five preseason, 16 regular; station holds rights in first year of three-year pact; WQBA (Spanish-language): five preseason, 16 regular; station holds rights in third year of three-year pact.

Minnesota Vikings
KEEY-FM Minneapolis

Reg. net. of 90 stations; four preseason, 16 regular; station holds rights in first year of three-year contract.

New England Patriots
WBZ(AM) Boston

Reg. net. of 22 stations; four preseason, 16 regular; station holds rights in first year of three-year contract.

New Orleans Saints
WWL(AM) New Orleans

Reg. net. of 40 stations; four preseason, 16 regular; station holds rights in third year of three-year pact.

New York Giants
WNEW(AM) New York

Reg. net. of 34 stations; four preseason, 16 regular; station holds rights in third year of multiyear pact.

New York Jets
WCBS(AM) New York

No reg. net; four preseason, 16 regular; station holds rights in fourth year of five-year deal.

Philadelphia Eagles
WIP(AM) Philadelphia

Reg. net of 30 stations; four preseason, 16 regular; station holds rights in third year of three-year contract.

Phoenix Cardinals
KTAR(AM) Phoenix

Reg. net. of 21 stations; four preseason, 16 regular; station holds rights in fourth year of five-year deal.

Pittsburgh Steelers
WTAE(AM)-WVTY(FM) Pittsburgh

Reg. net. of 36 stations; four preseason, 16 regular; station holds rights in second year of three-year pact.

San Diego Chargers
XETRA(AM) Tijuana

Reg. net. of four stations; four preseason, 16 regular; station holds rights in fifth year of 10-year contract.

San Francisco 49ers
KGO(AM) San Francisco

Reg. net. of 40 stations; five preseason, 16 regular; station holds rights in second year of three-year pact.

Seattle Seahawks
KIRO(AM) Seattle

Reg. net. of 55 stations; four preseason, 16 regular; station holds rights in third year of five-year contract.

Tampa Bay Buccaneers
WQYK-AM-FM Tampa Bay

Reg. net. of 34 stations; four preseason, 16 regular; station holds rights in first year of five-year contract.

Washington Redskins
WMAL(AM) Washington

Reg. net. of 94 stations; four preseason, 16 regular; station holds rights in third year of three-year contract.

Local radio contracts during the 1991-92 season will represent an estimated $40 million in additional revenue for NFL teams, which derive about 90% of their dollars from network contracts and ticket sales. Believed to be among the more lucrative deals is a new five-year agreement between the Dallas Cowboys and KVIL(AM) Highland Park, Tex. (Dallas), which is said to be bringing in more than $3 million per season for the team. Other teams that have opted not to renew existing contracts in search of more lucrative deals this year include the New England Patriots and the Minnesota Vikings, which have each signed three-year deals with new stations.

(AM) Cape Girardeau, Mo. WKKX has C&W format on 104.1 mhz with 50 kw and antenna 500 feet above average terrain.

KSPG(AM)-KBUZ(FM) El Dorado, Kans. □ Sold by Gary L. Violet to New Life Fellowship Inc. for $1.05 million. Terms: $800,000 cash at closing, $5,000 escrow deposit and $225,000 in mortgage real state bonds at 10%. **Seller** is licensee of KSUX(FM) Winnebago, Neb., and is applicant for new FM at Clearwater, Kans. **Buyer** is headed by David G. and Tammie L. Brace, husband and wife, and is licensee of noncommercial educational KZZD(FM) Wichita, Kans. David Brace is also 50% stockholder of Alpha Broadcasting Inc., licensee of KTCM(FM) Kingman, Kans. KSPG has country, newstalk format on 1360 khz with 500 w day. KBUZ has urban contemporary format on 99.1 mhz with 45 kw and antenna 492 feet above average terrain.

KAXY(FM) Ventura, Calif. □ Sold by Absolutely Great Radio Inc. to N. John Douglas for $910,000 cash, including $220,000 three-year noncompete covenant. **Seller** is headed by Jim Sylvester, and has no other broadcast interests. **Buyer** is majority shareholder of Douglas Broadcasting Inc., which controls licensees of KMAX(FM) Arcadia, KEST(AM) San Francisco, KWWN(FM) Placerville and KOBO(AM) Yuba City, all California. Douglas is also president of DB Affiliates Inc., general partner of licensee of WGAR-FM Cleveland. KAXY has adult contemporary format on 107.1 mhz with 280 w and antenna 872 feet above average terrain.

WHRC(TV) Norwell, Mass. □ Sold by Massachusetts Channel 46 Corp. to Two If By Sea Broadcasting Corp. for $900,000. Station is not on the air. **Seller** is headed by Nikita G. Maggos, who is 51% stockholder of licensee of WRYT(AM) Edwardsville, Ill. **Buyer** is headed by Michael L. Parker, who is president of Reading Broadcasting Inc., licensee of WTVE(TV) Reading, Pa.; he holds no equity interest in Reading Broadcasting. WHRC is independent on ch. 46 with 2937.6 kw vis.; 293.76 kw aur. and antenna 314 feet above average terrain.

WERK(AM)-WOKZ(FM) Muncie, Ind. □ Sold by Werk Inc. to American Hometown Radio Corp. for $625,000. Terms: $90,000 cash at closing, $10,000 earnest money deposit and two notes totalling $525,000. **Seller** is headed by James W. Beatty, and has no other broadcast interests. **Buyer** is headed by Christian R. Caggiano, who recently sold WBYR(FM) Van Wert, Ohio (Fort Wayne, Ind.) ("Changing Hands," April 8). WERK has contemporary Christian format on 990 khz with 250 w day. WOKZ has adult contemporary format on 104.9 mhz with 3 kw and antenna 328 feet above average terrain.

WBKL(FM) Callaway, Fla. □ Sold by Martin Communications of Bay County to Milblack Inc. for $500,000 cash. **Seller** is headed by Catherine Williams, and has no other broadcast interests. **Buyer** is headed by James T. Milligan (67.5%), James R. Martin (12.5%) and Gerlinde M. Pfeffer (20%). Milligan and Martin are 75% and 25% partners, respectively, in M&M Partners, licensee of WNKS(FM) Columbus, Ga. Also, Milligan and Martin are 25% and 75% partners, respectively, in JRM Broadcasting Inc., licensee of WPNX(AM) Phoenix City, Ala. WBKL has oldies format on 103.5 mhz with 100 kw and antenna 475 feet above average terrain.

WKTW(FM) Dover Township, N.J. □ Sold by Performing Arts Network of New Jersey to Mercer County Community College for $425,000 cash. **Seller** is headed by Norman Sanders, and has no other broadcast interests. **Buyer** is headed by John P. Hanley and 12 other directors, and is licensee of noncommercial educational WWFM(FM), instructional fixed-service TV WOW99, and is tentative permittee for new LPTV ch. 33, all Trenton, New Jersey. WKTW has classical and religious format on 91.1 mhz with 10 kw and antenna 165 feet above average terrain.

WKJF-AM-FM Cadillac, Mich. □ Sold by Fetzer Broadcasting Service to Hagar Broadcasting for $350,000. Stations are simulcast. **Seller** is headed by Carl E. Lee, and also owns WJFM(FM) Grand Rapids and WKZO(AM) Kalamazoo, both Michigan, and Muzak franchise for Western Michigan. **Buyer** is headed by James M. Hagar, and has no other broadcast interests. WKJF(AM) has adult contemporary format on 1370 mhz with 5 kw day and 1 kw night. WKJF-FM has adult contemporary format on 92.9 mhz with 100 kw and antenna 1,020 feet above average terrain. *Brokers: Star Media Group Inc. represented seller, William R. Rice represented buyer.*

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$1,759,560** □ **10**
FM's □ **$6,182,000** □ **6**
AM-FM's □ **$3,350,000** □ **3**
TV's □ **$5,750,000** □ **2**
Total □ **$17,041,560** □ **21**

Year to Date:

AM's □ **$56,773,480** □ **172**
FM's □ **$135,899,755** □ **161**
AM-FM's □ **$158,022,587** □ **118**
TV's □ **$730,299,000** □ **53**
Total □ **$1,080,994,822** □ **504**

For 1990 total see Jan. 7, 1991 BROADCASTING.

CLOSED!

The sale of **KHIT/KIIQ(FM)**, Reno, Nevada from **Reno Broadcasting Corporation** to **Radio Associates of Reno, Inc.**, for **$1,000,000.**

Elliot B. Evers
and
Randy George
Brokers

Providing the Broadcast Industry with Brokerage Services Based Strictly on Integrity, Discretion and Results

RANDALL E. JEFFERY
407-295-2572
ELLIOT B. EVERS
415-391-4877
BRIAN E. COBB
CHARLES E. GIDDENS
703-827-2727

RADIO and TELEVISION BROKERAGE
FINANCING • APPRAISALS

MEDIA VENTURE PARTNERS

WASHINGTON, DC
ORLANDO
SAN FRANCISCO

Romano R. Cionni Sr. to World Witness for Christ Ministries Inc. for $250,000. **Seller** has no other broadcast interests. **Buyer**, nonprofit corporation, is headed by Roy C. Dawkins and 10 other directors, and has no other broadcast interests. Filed July 22.

■ ***KBOO(FM) Portland, OR** (BTCED910723HC; 90.7 mhz; 23.5 kw; ant. 912 ft.)—Seeks transfer of control within KBOO Foundation for no cash consideration; purpose of application is to report new members and officers of board of directors. Licensee is headed by Margot Beutler and nine other directors, and has no other broadcast interests. Filed July 23.

■ **KBYG(AM) Big Spring, TX** (BAL910701EE; 1400 khz; 1 kw-U)—Seeks assignment of license from Drew Ballard to Mel Zane Gilbert for $199,560. **Seller** heads Ballard Broadasting of Oklahoma Inc., licensee of KEOR(AM)-KHKC-FM Atoka, OK, and permittee of KTSH(FM) Tishomingo, OK. Ballard also holds 40% of stock of licensee of KRGT(FM) Hutto and KLFB(AM) Lubbock, both Texas; he has agreed to exchange stock in KRFT for stock of KLFB. **Buyer** has no other broadcast interests. Filed July 1.

■ **KTPX(TV) Odessa and KWAB(TV) Big Spring, both Texas** (KTPX: BTCT910725KH; ch. 9; 316 kw-V; 45.7 kw-A; ant. 1,270 ft.; KWAB: BALCT910725KI; ch. 4; 12.9 kw-V; 1.5 kw-A; ant. 580 ft.)—Seeks transfer of control from James T. Taylor, receiver, to Midessa Television Co. for $4.85 million. Sale includes satellite KWAB(TV). **Seller** has no other broadcast interests. **Buyer** is headed by R.H. Drewry, and is owned by general partners KSWO Television Inc. (50%) and Lawton Cablevision Inc. (50%), cable system serving Lawton, OK. Filed July 25.

■ **WHAP(AM) Hopewell, VA** (BAL910719EA; 1340 khz; 1 kw-U)—Seeks assignment of license from WHAP Inc. to Connon Communications Corp. for $330,000. **Seller** is headed by owned by Great Lakes Broadcasting, headed by Carl M. Adams, and is licensee of WZTN(AM) Montgomery, AL (49%); WXVQ(AM) De Land, FL, and KSVP(AM)-KTZA(FM) Artesia, NM (50%). **Buyer** is headed by Bruce J. Connon, who is vice president and GM of licensee WHAP Inc. Filed July 19.

■ **WLAX(TV) La Crosse, WI** (BALCT910717KE; ch. 25; 501 kw-V; ant. 1,000 ft.)—Seeks assignment of license from Family Group Ltd. III debtor-in-possession, to Aries Telecommunications Corp.; station was sold to Aries Telecommunications last year for $7.6 million ("Changing Hands," December 3). Principals in Aries sold their stock, and application is being filed requesting transfer to Aries reflecting new corporate structure. Sale includes WGBA(TV) Green Bay and WEUX(TV) Chippewa Falls, both Wisconsin. **Seller** is headed by Ed Ponger, Ron Kayes, Carl Martin, Leo Wotitzky and Donald Clark. **Buyer** is headed by Clark and Martin, who each have 5% interest in and are two of five general partners of seller Family Group Ltd. III. Filed July 17.

■ **WZTR(FM) Milwaukee** (BALH910722HD; 95.7 mhz; 3 kw; ant. 610 ft.)—Seeks assignment of license from Mystar Communications Corp. to Shockley Communications Corp. for $5.057 million ("Changing Hands," June 24). **Seller** is headed by Michael S. Maurer, who also owns WTPI(FM) Indianapolis. **Buyer** is headed by Terry K. and Sandra K. Shockley, husband and wife (each 49.5%), and is licensee of KDAL-AM-FM Duluth, MN, and WOLX-FM Baraboo, WI. Filed July 22.

Actions

■ **WDLT(FM) Chickasaw, AL** (BAPLH910425GW; 98.3 mhz; 3 kw; ant. 300 ft.)—Granted assignment of CP from JAB Broadcasting Inc. to Bay Lakes Broadcasting Inc. for $879,000. **Seller** is headed by J. Alex Bowab, and has no other broadcast interests. **Buyer** is headed by James H. Faulkner (51%) and William H. Phillips (49%), who are each stockholders and officers of Bay Lakes Broadcasting Inc., licensee of WMMV(FM) Bay Minette, AL. Action July 25.

■ **KPOM-TV Fort Smith and KFAA(TV) Rogers, both Arkansas** (KPOM: BALCT910129KI; ch. 24; 2,510 kw-V; 251 kw-A; ant. 1,040 ft.; KFAA: BALCT910129KJ; ch. 51; 5,000 kw-V; 500 kw-A; ant. 932 ft.)—Granted assignment of license from J. D. G. Television Inc. to Westark Broadcasting Ltd. for $4.383 million. **Seller** is headed by Duane Harm, and is 95% owned by Griffin Television Inc., licensee of KWTV(TV) Oklahoma City. **Buyer** is headed by G. Bradford Bulkley, who has 13.94% ownership in and is general partner of Communications Partners Ltd., which has interests in KFMX Radio Ltd. (99%), Cordell Publications Ltd. (24%), Civic Communications Corp. (2.6%) and Hoker Broadcasting Inc. (11.2%). Action July 25.

■ **KNAB-AM-FM Burlington, CO** (AM: BTC910618EG; 1140 khz; 1 kw-D; FM: BALH910618EH; 104.1 mhz; 50.7 kw; ant. 358 ft.)—Granted transfer of control within KNAB Inc. for $350,000. **Seller** is Ray H. Lockhart, who owns KOGA-AM-FM Ogallala, NE, and 50% of KSTC(AM)-KNNG-FM Sterling, CO. **Buyer** is Bette Bailly, and has no other broadcast interests. Action July 25.

■ **KNIC(FM) Lamar, CO** (BALH910517GU; 150.7 mhz; 100 kw; ant. 545 ft.)—Granted assignment of license from John E. Fitzgibbons, interim trustee, to Bauer Properties for $181,000. **Seller** has no other broadcast interests. **Buyer** is headed by Larry E. Bauer (71%) and has no other broadcast interests. Action July 25.

■ **WIIS(FM) Key West, FL** (BALH910604GS; 107.1 mhz; 3 kw; ant. 200 ft.)—Granted assignment of license from Charlotte Louise Broadcasting of Key West to White Broadcasting Corp. for $7,500. **Seller** is headed by Albert L. Swainston, and has no other broadcast interests. **Buyer** is headed J. Larry White, and has no other broadcast interests. Action July 25.

■ **WKKX(FM) Jerseyville (St. Louis), IL** (BALH910711HK; 104.1 mhz; 50 kw; ant. 500 ft.)—Dismissed app. for assignment of license from Don Cavaleri, receiver, to Ronin Broadcast Group Inc. for $3.176 million. Cavaleri owns approximately 60% of stock and is president of Empire Broadcasting System Inc., licensee of WCZR(AM) Charleston and WLZT(FM) Miami, both West Virginia. **Buyer** is headed by George W. Halstead III (Lee Michaels) and Edward Hayes, Jr., and has no other broadcast interests. Action July 25.

■ **KDWD(FM) Burlington, IA** (BTCH910528HJ; 93.5 mhz; 3.8 kw; ant. 300 ft.)—Granted transfer of control within Hensley Broadcasting Inc. for $256,000 stock sale. **Sellers** are Darryl Hensley, Robert Ellifson and Brad Lee Johnson, and have no other broadcast interests. **Buyer** is John T. Pritchard, and has no other broadcast interests. Action July 25.

■ **WKDZ-AM-FM Cadiz, KY** (AM: BTC910529GE; 1110 khz; 1 kw-D; FM: BTCH910529HV; 106.3 mhz; 3 kw; ant. 317 ft.)—Granted transfer of control within

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,988	239	5,227
Commercial FM	4,470	984	5,454
Educational FM	1,466	294	1,760
Total Radio	**10,924**	**1,517**	**12,441**
Commercial VHF TV	555	18	573
Commercial UHF TV	569	171	740
Educational VHF TV	124	3	127
Educational UHF TV	231	12	243
Total TV	**1,479**	**204**	**1,683**
VHF LPTV	206	163	369
UHF LPTV	689	863	1,552
Total LPTV	**895**	**1,026**	**1,921**
FM translators	1,861	350	2,211
VHF translators	2,706	83	2,789
UHF translators	2,318	326	2,644

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.